

Message Text

UNCLASSIFIED

PAGE 01 YAOUND 03146 261608Z

44

ACTION COME-00

INFO OCT-01 AF-08 ISO-00 EB-07 /016 W
----- 003715

R 261310Z AUG 76
FM AMEMBASSY YAOUNDE
TO SECSTATE WASHDC 9438
INFO AMCONSUL DOUALA

UNCLAS YAOUNDE 3146

E.O. 11652: N/A

TAGS: BEXT, CM

SUBJ: TENTATIVE FY 78 TRADE PROMOTION PROGRAM

REF: (A) STATE 199121., (B) DOUALA 130

1. TECHNICAL SALES SEMINAR: AGRIBUSINESS -DECEMBER 77--
AGRBUSINESS HAS HIGH PRIORITY IN CAHEROON. THERE ARE
TWO POSSIBLE AREAS OF EMPHASIS: (1) LARGE EQUIPMENT FOR
MECHANIZED GRAIN PROJECTS AN
(2) SMALL EQUIPMENT
(ROTO-TILLERS, ETC.) FOR SMALL FARMERS. WOULD SUGGEST
YAOUNDE AS SITE IN ORDER ELICIT ATTENDANCE BY GURC
OFFICIALST(GOVERNMENT AND PARA-STATAL) CONCERNED IN
ADDITION TO COMMERCIAL REPRESENTATIVES.

2. TRADE MISSION: FORESTRY AND WOODWORKING MACHINERY--
MACH 1978-- THIS SECTOR HAS HEAVY DEVELOPMENT INTEREST
AND LARGE POTENTIAL MARKET. EMBASSY WOULD ALSO LIKE TO
OBSERVE THAT IT HAS HAD COMMENTS BY LOCAL BUSINESSMEN
CONCERNING LACK OF RESPONSE BY US FIRMS TO PAST
INQUIRIES ON FORESTRY EQUIPMENT. EMPHASIS SHOULD BE ON
FIELD EQUIPMENT AS OPPOSED TO LARGE FIXED INSTALLATION.
HOWEVER, POSSIBLE ESTABLISHMENT IN NEAR FUTURE OF TWO
MAJOR PROJECTS (DOLLARS 187 MILLION PAPER PULP PROJECT AN A
DOLS 20 MILLION TIMBER PROJECT) OFFER POTENTIAL FOR SALES
OF LARGE EQUIPMENT. SITE SHOULD BE DOUALA.

3. TECHNICAL SALES SEMINAR: MODERN PORT EXPANSION AND
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 YAOUND 03146 261608Z

MANAGEMENT --JUNE 1978-- AS WAS POINTED OUT DOUALA REFTTEL,

THERE ARE THREE REGIONAL ORGANIZATIONS FOR NORTH, EAST, CENTRAL AND WEST AFRICAN PORT MANAGEMENT ASSOCIATIONS. CHARGE, ON BASIS WASHINGTON COMMERCE BRIEFINGS, RAISED MATTER OF HOLDING SEMINAR AT MUTUALLY CONVENIENT TIME SO THAT ALL REGIONAL ORGANIZATIONS COULD HAVE SEMINAR BENEFIT WITH PAUL OLUMO, SECY GEN PROT MANAGEMENT ASSOCIATION WEST AND CENTRAL AFRICAN STATES (P AWACAS). OLUMO SAID THAT HE THOUGHT 1978 WOULD GIVE ADEQUATE LEAD TIME ASCERTAIN IF ASSOCIATIONS COULD MEET CONSECUTIVE 10-14 DAY PERIOD ENABLING SEMINAR MEMBERS VISIT ALL THREE ORGANIZATIONS ON SAME TRIP. HE HAD JUST RETURNED FROM LAGOS ANNUAL MEETING PMAWACAS AND SAID SECRETARIAT IS TO BE MOVED APAPA WHERE HE WILL BE WORKING OUT OF NIGERIAN PORTS AUTHORITY. WHILE OLUMO BASICALLY SYMPATHETIC ATTEMPTING GET SEMINAR ALL ASSOCIATIONS, BELIEVE COMMERCE AND POSTS INVOLVED WILL HAVE TAKE INITIATIVE ESTABLISH RAPPORT WITH ASSOCIATIONS IN ORDER ENCOURAGE THEIR COORDINATING DATES 1978 MEETINGS. OTHER SECY GENS ARE SAMI AL HADJI IN ALGIERS AND D.K. KINYANJUI OF NAIROBI. (ADVISE IF FURTHER INFO REQUIRED.) THEREFORE, WHILE SEMINAR WOULD BE USEFUL IN VIEW DOUALA PORT EXPANSION PROJECT, BELIEVE COMMERCE SHOULD CONCENTRATE EFFORTS ON ATTEMPTING ARRANGE SEMINAR AT 1978 MEETINGS PROT MANAGEMENT ASSOCIATIONS, SITES AND DATES OF WHICH, ACCORDING OLUMO, STILL UNKNOWN.

4. POST WISHES EMPHASIZE NEED FOR MAXIMUM MATERIALS IN FRENCH. POTENTIAL FOR SALES IN ALL SECTORS IS QUITE GOOD AND MATERIALS LEFT BEHIND FOR FUTURE REFERENCE SHOULD BE IN FRENCH FOR OPTIMUM UTILIZATION.

5. FINALLY, BELIEVE COMMERCE SHOULD BE AWARE THAT MAJOR BARRIER INCREASED SALES US PRODUCTS IN LACK EFFECTIVE LOCAL US REPRESENTATION. NO MATTER WHAT PRODUCT IS BEING PRESENTED, FIRST QUESTION IS LOCAL AVAILABILITY AND, WHERE EQUIPMENT INVOLVED, AFTER SALES SERVICE AND AVAILABILITY SPARE PARTS. THEREFORE, BELIEVE COMMERCE SHOULD ENCOURAGE POTENTIAL PARTICIPANTS WITH PRODUCTS SELL AGRIBUSINESS AND FORESTRY AND WOODWORKING MACHINERY TO BECOME REPRESENTED CAMEROON MARKET BEFORE SCHEDULED EVENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 YAOUND 03146 261608Z

ACCORDING OUR RECORDS, FOLLOWING COMPANIES PRESENTLY REPRESENTED:

COMPANY	AGENT
-----	-----
FORD MOTOR COMPANY	CFAO
INTERNATIONAL HARVESTER	CFAO
GALION	CFAO

HOUGH CFAO
GENERAL MOTORS CIACAM
TIMBERJACK CIACAM
FRANKLIN LOGGING DAVCAM
G.M. TRACTOR TRAILERS DAVCAM
MASSEY FERGUSON HAMELLE-AFRIQUE
MCCULLOCH HAMELLE-AFRIQUE
CATERPILLAR-JOHN DEERE SHO-TRACTAFRQUE
CLARK SHO-TRACTAFRIQUE
MOUNTAIN LOGGER SEAC
FENWICK YALE SOCOMI

6. EMBASSY STANDS READY ASSIST OTHER US COMPANIES INTERESTED
BECOMING ESTABLISHED CAMEROON MARKET. SUGGEST THEY BEGIN
BY SPECIAL REDBALL ADS SERVICE WHICH HOPEFULLY COULD
BE TAILORED GIVE RAPID RESPONSE SO THEY COULD FOLLOW UP
BY LETTER AND/OR VISIT ASAP IN ORDER EXPLORE MARKET
POTENTIAL AND POSSIBILITY LOCAL REPRESENTATION.
AGAIN, HOPEFULLY, FRENCH LANGUAGE MATERIALS CAN BE MADE
AVAILABLE.
MITHOEFER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976YAOUND03146
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760326-0621
From: YAOUNDE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760815/aaaaamii.tel
Line Count: 136
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 199121, 76 DOUALA 130
Review Action: RELEASED, APPROVED
Review Authority: cahillha
Review Comment: n/a
Review Content Flags:
Review Date: 01 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 APR 2004 by ReddocGW>; APPROVED <28 JAN 2005 by cahillha>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TENTATIVE FY 78 TRADE PROMOTION PROGRAM
TAGS: BEXP, CM
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006